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(54) **Reducing smoking urge**

(57) The smoking urge is reduced by administering an antacid, e.g. sodium bicarbonate or citrate, and optionally, ascorbic acid. The antacid is generally administered in an amount of 3-8 gms per day.

SPECIFICATION

Reducing smoking urge

5 This invention relates to reduction of the smoking urge and provides a method of assisting a smoker to stop or reduce smoking, and a pack for this purpose.

According to the invention there is provided
10 a method of assisting a smoker to stop or reduce smoking, which comprises administering to the smoker an antacid in an amount sufficient to reduce the urge to smoke. Usually the antacid will be an alkaline substance
15 which neutralizes urinary and gastric hyperacidity, such as sodium citrate and especially, sodium bicarbonate.

The invention also provides a pack for use in assisting a smoker to stop or reduce smoking, said pack comprising a quantity of the
20 antacid and separately therefrom a quantity of ascorbic acid.

Usually the antacid, especially sodium bicarbonate will be administered in an amount
25 of 3 to 8 grams per day and for a predetermined programme, preferably of about 3 weeks. Preferably the antacid is administered in an amount of about 3 to 4 grams per day for a first period of about 1 week, then in an
30 amount of about 6 to 8 grams per day for a second period of about 1 week and finally in an amount of about 3 to 4 grams per day for a third period of about 1 week.

It is also preferred that ascorbic acid is
35 administered to the smoker usually during the final third of the period of administration of the antacid. The ascorbic acid may be administered in quantities of between 100 milligrams and 2 grams per day. Preferably about
40 0.5 to 1.5 grams of ascorbic acid is administered every day over the last one third period of the antacid administration programme.

It has been found during tests that smokers and particularly addictive smokers, suffer from hyperacidity, and further that the level of such hyperacidity is increased by smoking. It was also found that a smoker's urge to smoke a further cigarette is at its strongest when the body of such a smoker is at a high level of
50 hyperacidity. Accordingly, the Applicant believes that if the level of hyperacidity within the body of a person is kept at a relatively low level (ie a relatively high pH level), by administering a suitable alkaline substance, the person's urge to smoke will be reduced and in
55 this way a person can be assisted to reduce or stop smoking.

Furthermore, by administering ascorbic acid into the body of a smoker any withdrawal
60 symptoms or stress effects which may be suffered by the smoker, due to the withdrawal of drugs, particularly nicotine, from his body, is efficiently reduced. Again the Applicant believes that by administering ascorbic acid
65 and thus reducing any withdrawal symptoms

or stress effects, the smoker is assisted to reduce or stop smoking.

The predetermined programme of administering the alkaline substance and the ascorbic
70 acid may further be combined with a psychological programme over the same period.

The psychological programme may include the steps of making a smoker aware of the dangers of smoking during the initial stages of
75 the programme and later keeping him aware of the progress he is making at different stages of the programme and the effects if he diverges from the programme.

A second psychological step may lie in the
80 timing of an effort made by a smoker to stop smoking. Initially a suitable time of commencing such an effort may be suggested and later each stage of the programme may be timed. For example, a particular day upon which a
85 smoker must completely stop smoking may be suggested as well as a day upon which administering of ascorbic acid may commence.

Still a further psychological step may include changing a smoker's habits. For example, the smoker may be required to change
90 his brand of cigarettes.

The invention is illustrated, by way of example only, in the following Examples.

95 EXAMPLE I

A programme to assist a person to stop or reduce smoking is divided into three weekly periods, thus covering a total period of three weeks. During the first two weeks of the
100 programme the person is required to administer into his body 4 grams of sodium bicarbonate each day and this is reduced to 3 grams in the final week.

Before commencing the programme the person is required to choose a suitable time to
105 commence his effort. In particular such an effort should take place during a period of a low social activity and business commitments. At the same time the person is made aware of the dangers of smoking, thus providing him
110 with an urge to stop.

Upon commencement of the programme the smoker is immediately required to change his brand of cigarettes. In particular he must
115 change from a non-filtered cigarette to a filtered cigarette or if he already smokes filtered cigarettes he must change to a milder filtered cigarette. The sodium bicarbonate must be taken in quantities of 1 gram in the mornings and 3 grams in the evenings. The smoker
120 must also reduce his smoking particularly if a shorter programme is followed.

Upon commencement of the second week of the programme, a further reduction in
125 smoking is prescribed while the administering of sodium bicarbonate is continued. During this period the smoker must be made aware of his progress and the disadvantages of diverging from the programme.

130 Upon completion of the second week the

final stage of the programme commences. The smoker now has to stop smoking completely and 1 gram of ascorbic acid is added to the 3 gram sodium bicarbonate intake daily except the first two days in which 1.5 grams of ascorbic acid is administered. The ascorbic acid is all taken in the mornings. This now continues until the end of the third week when the programme terminates.

- 10 At the end of the programme, applicant believes that a smoker should be in a position in which he can fairly easily stop his smoking habit completely or at least reduce his previous rate of smoking considerably. As a compensation for stopping smoking or as a substitute for the physical act of smoking it is suggested that a smoker finds an alternative habit such as chewing gum, sucking sweets or the like. Applicant believes that upon the termination of the programme at least the habit and drug effect has been reduced to the extent that a smoker should be able to stop.

EXAMPLE 2

- 25 A pack contains (a) 1 packet of 100 grams sodium bicarbonate powder; (b) 1 packet of 20 ascorbic acid tablets, each tablet containing 500 mg ascorbic acid; and (c) a leaflet entitled "supportive programme". The leaflet sets forth the following instructions:-

Introduction to the programme

- A duration of three weeks is necessary to accomplish the main task of the Therapy—to kill the craving for nicotine and counteract eventual weight gaining. To ensure complete success, your full co-operation will be required. Start the Therapy Mondays and in time of low social activity.

- 40 *Beginning of the programme—First Week*
Monday: For the first week you may smoke as many cigarettes as you are used to, but you have to change your preference of brand from Non-Filter to Filter, from normal Filter to Mild or Mild Special Mild.

After breakfast take one level teaspoon (3-4 grm) of Powder, dissolved in a large glass of water. (Slight salty taste).

- 50 Tuesday: Take Powder (Agent) as prescribed above.
Wednesday: Stick to the New Brand of Cigarettes. Take Agent as prescribed.
Thursday: Alcohol intake in moderation has no adverse effect on the Therapy. Take Agent as prescribed.
Friday: Get the support of your wife/husband, it is much more fun to start something together or in this case—to stop smoking. Take Agent as prescribed.
60 Saturday: If you go out for a social gathering, make sure, for obvious reasons, that you have enough cigarettes of the New Brand in your pocket. Take Agent as prescribed.
65 Sunday: Prepare for Monday's programme.

Take Agent as prescribed.

Second Week

- Monday: A person who smokes not more than 70 twelve cigarettes per day can be considered a light smoker. Consequently, remove eight cigarettes out of a packet of twenty. Your present metabolic condition makes that task of reduced smoking quite possible.

- 75 Take one level teaspoon of Powder (Agent) dissolved in a large glass of water twice a day, after breakfast and after dinner. (Should you have dinner at a restaurant, take Agent before).

- 80 Tuesday: By now you will have a slight salty taste constantly under your palate, (this will last until the Therapy is terminated) an indication that you are responding to the neutralizing effect of the Agent. Remember you may

- 85 only smoke twelve cigarettes per day. Take Agent twice, as prescribed above.

- Wednesday: At this point your declining dependence on nicotine can be easily tested: Refrain from smoking for one afternoon. Take Agent twice as prescribed.

- 90 Thursday: Strong black coffee has nearly the same effect as nicotine. If you cannot do without it, while you are on this Therapy add milk at least. Take Agent twice as prescribed.

- 95 Friday: Alcohol acts as a depressant but triggers the urge to smoke. Take Agent twice as prescribed.

- Saturday: Normally, you will have lost some weight, a good thing in view of the fact that in future food will taste better. Take Agent twice as prescribed.

- Sunday: This is your last day of smoking and farewell to the habit. Take Agent twice as prescribed.

- 105 *Third Week*

Monday: STOP SMOKING!

- The second Agent—Ascorbic Acid (Vitamin C) is administered, in a high dosage, against withdrawal symptoms and to raise your Vitamin C level which by a biochemical reaction has been abnormally lowered through the intake of nicotine. After breakfast take one level teaspoon of Powder dissolved in a large glass of water and one tablet of Vitamin C before dinner.

- 115 Tuesday: If necessary compensate the physical habit of smoking by chewing gum or sucking sweets. Take Powder as prescribed above, and two tablets of Vitamin C before dinner.

- Wednesday: Cigarette smoking is the main causative factor for lung cancer and coronary artery disease. The rate of fatality is fifteen times higher among heavy smokers as compared to non-smokers. Take Powder as prescribed and three tablets of Vitamin C before dinner.

- Thursday: Smoking retards the healing of peptic ulcers and spoils youthful complexion in

women. Take Power as prescribed and three tablets of Vitamin C before dinner.

Friday: Nicotine intake results inevitably in lowering any form of sporting activities. Take

5 Agents as prescribed above.

Saturday: Social behaviour changes continuously. A smoker still associated today with the "Jet-Set" may be judged tomorrow as a somewhat unsteady individual, and unable to

10 cope with his addiction. Take Agents as prescribed.

Sunday: Final day of Therapy. Even having been a heavy smoker, after approximately two years of no smoking your physical condition will be almost as good as compared with

15 someone who has never smoked. Take Agents as prescribed.
The programme has been designed for Cigarette smokers. (Majority). Should you be a
20 cigar or pipe smoker: Change brand, cut down accordingly and take Agents as prescribed.

Supplement.

25 One of the characteristics of this programme is the gradual adaptation to your present metabolic condition, preventing eventual weight gaining.

30 With the absence of nicotine your metabolism will start to work more efficiently, utilizing food to a greater extent.

However, some simple dietary rules will reduce the problem of gaining weight.

35 Control your appetite, at least for two months after smoking has stopped.

Keep to three meals per day.

Add bran cereals to your daily diet.

40 Cut out pastes (refined carbohydrates) and chips, replace them with freshly cooked potatoes.

Lower substantially the use of sugar and fats.

Avoid Beer completely.

45 CLAIMS

1. A method of assisting a smoker to reduce or stop smoking which comprises administering to the smoker an antacid in an amount sufficient to reduce the urge to
50 smoke.

2. A method as claimed in Claim 1 wherein the antacid is an alkaline substance which will neutralize urinary and gastric hyperacidity.

55 3. A method as claimed in Claim 2 wherein the antacid is sodium citrate.

4. A method as claimed in Claim 2 wherein the antacid is sodium bicarbonate.

60 5. A method as claimed in any one of the preceding Claims wherein the antacid is administered in an amount of 3 to 8 grams per day.

65 6. A method as claimed in Claim 5 wherein the antacid is administered daily for a period of about 3 weeks.

7. A method as claimed in Claim 6 wherein the antacid is administered in an amount of about 3 to 4 grams per day for a first period of about 1 week, then in an
70 amount of about 6 to 8 grams per day for a second period of about 1 week and finally in an amount of about 3 to 4 grams per day for a third period of about 1 week.

8. A method as claimed in any one of the
75 preceding Claims wherein ascorbic acid also is administered to the smoker.

9. A method as claimed in Claim 8 wherein the ascorbic acid is administered in an amount of 100 milligrams to 2 grams per
80 day.

10. A method as claimed in Claim 8 or Claim 9 wherein the ascorbic acid is administered during the final third of a period of administration of the antacid.

85 11. A method as claimed in Claim 7 wherein an amount of about 0.5 to 1.5 grams of ascorbic acid is administered daily during the said third period.

12. A method as claimed in Claim 1 and
90 substantially as hereinbefore described in the Example.

13. A pack for use in assisting a smoker to reduce or stop smoking, said pack comprising a quantity of an antacid and separately
95 therefrom a quantity of ascorbic acid.

14. A pack as claimed in Claim 12 which bears or comprises instructions relating to the administration of the antacid and ascorbic acid to assist the smoker reduce or stop
100 smoking.

15. A pack as claimed in Claim 13 or Claim 14 wherein the antacid is an alkaline substance which will neutralize urinary and gastric hyperacidity.

105 16. A pack as claimed in Claim 15 wherein the antacid is sodium citrate.

17. A pack as claimed in Claim 15 wherein the antacid is sodium bicarbonate.

18. A pack as claimed in any one of
110 Claims 13 to 17 containing about 100 grams antacid and about 10 grams ascorbic acid.

19. A pack as claimed in Claim 13 and substantially as hereinbefore described in the Example.

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